



Sunday, November 5, 1916.

This department has engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

A POLITICAL advertisement of Puck has stirred the wrath of two correspondents. Says one:

The enclosed advertisement cut from The New York Tribune of Monday, October 23, convicts The Tribune of attempting to secure the vote of our fellow citizens by deliberately pandering to their lowest passions, and constitutes an offense involving moral turpitude. They are guilty of this offense against decency for a mess of pottage—the paltry price, a pernickety, little exchange advertisement from Puck. O tempora—O mores! Oh have we come to this! Shades of Horace Greeley's brilliant managing editor, Charles A. Dana, into what shameless abyss of Pecksniffian sleek, smiling, abomination of hypocrisy is the rattling skeleton of the alleged rejuvenated old Trib sinking!

And the advertisement, which, incidentally, was paid for in cash and not in exchange space, read:

"Puck says: If you want honorable Peace and continued Prosperity vote for Wilson. If you want war and all its horrors vote the Hughes-Roosevelt ticket."

The other reader said:

Your reply to my letter about the advertisement of Puck is that certain subjects are purely controversial and the truth is not to be determined. Then why carry such matter as advertising? I suppose because it pays.

There are other controversial subjects—beer and cigarettes, for instance. You carry advertising of one and not the other.

There is still an apparent confusion in the minds of a very small percentage of Tribune readers on the consistency of printing opinions with which this paper's editorial policy may not agree. The point is just this: Where truth can be determined, we want only those advertisers whose advertisements speak the truth. Where the truth is purely a matter of opinion, as it is in questions of a political or similar nature, either side may present its case.

There is never any difficulty in classifying an advertisement on this principle. If a man advertises a shirt for \$1.39 and says it is worth \$4.50 when it cost him 85 cents, he is obviously a liar. But if he tells you and he differs on that point. I listen to the next political speaker you pass and it's an even chance whether he agrees with the Puck advertisement or not. Then should any right-minded newspaper refuse to print both sides? If so, to be consistent, it should bar the utterances of the other side from its news columns, too. Unfortunately there are papers which do both. The Tribune is not one of them.

TO THE Puck-loving Public in General—

Ladies and Gentlemen: I challenge Jess Willard for the world's championship.

It is not my intention to enter the ring—such a brutal and demoralizing course being entirely unnecessary. Instead, we will meet at Madison Square Garden—regular rates for admission—and have a Nuxated Iron pill eating contest.

As Willard attributes his strength to the above diet, it naturally follows that, should I eat more than he can, I am the better man.

Dr. E. Sauer will doubtless contribute the pills gratis to prove his theory.

Here at last is a battle that W. R. Hearst can approve of from every angle, for I understand he carries the advertisement, or similar, "Through the lips, over the tongue, down the throat, around the lung: Cheer up, stomach, here I come—Nuxated Iron Pills."

Yours for the next champion, G. W.

But be prepared, G. W., to weigh in at bedside immediately afterward.

ENCLOSED find two guarantees that make good. Both are ironclad. Also in passing Browning King's I saw some shirts in the window. The placard on them is as follows:

Not made for a sale but good value for 65 CENTS

First to last the truth: Goods, cards, advertisements.

Here is one guarantee: This garment is lined with Gibraltair Brillantine, made by Lesher, Whitman & Co., Inc., and it is guaranteed that the lining will be perfectly whole when the garment is worn out. If it is not we will furnish material for a new lining without charge.

And the other: We guarantee absolute satisfaction to you in this or any other article you may buy from us. If it does not suit you, return it and we will exchange it or refund your money.—W. & H. Walker, Pittsburgh, Pa.

The one about the lining being perfectly whole when the garment is worn out is particularly interesting. If the silver with which clouds are alleged to be lined were only as durable!

SOME time ago while walking up Nassau Street I was attracted by an extremely pretty pink shirt in the window of A. Raymond & Co., at the corner of Fulton Street. I entered and purchased same, paying \$2.35. On asking the salesman if they guaranteed the shirt to last for fifty-nine years and stand back of everything they sold.

I wore the shirt the following day and was the despairing envy of all my friends. And then it went to the laundry—an exceptionally good and careful laundry, too. But when it came back, I could tell that it had originally been pink, and that was about all. I was about to throw it away when I remembered the salesman's guarantee. I took it back and explained the circumstances. I was asked to leave the shirt and call back in a day or two. I did so. Result: Profuse apologies and an offer of my money back or a new shirt. I added a little to the original amount and purchased a slightly higher grade shirt. I had never dealt with A. Raymond & Co. before, but I realize now that that was the best of my lot.

One thing more. That was the first time I had ever gone back to a store because of dissatisfaction, although I have been "stuck" many times. Had I not been a reader of your column the thought would never have occurred to me to test the guarantee given me at the time of purchase.

The doctrine of "give the store a chance" is one which The Ad-Visor is happy to see gaining a more general acceptance.

A READER of The Ad-Visor, "A. W." complained of two unsatisfactory experiences at the Rialto Theatre. His letter was sent on and the following was the result:

The New York Tribune has forwarded to me your letter of July 28. It is most interesting and confirms my chagrin and humiliation because, as a fact, certain units from which I procure my subjects do not make good.

As you explained in the first instance, "The Captive God" was shown as advertised. A Keystone Comedy was also shown, but it was of such poor quality, and not fit to have a place on the programme, that we decided to take it off. You must have seen this show on Monday or Tuesday because the moment the change was made a change in all of the advertising was made as well. In the second instance, when we showed "The Marriage of Molly O." we started the week with a Keystone Comedy, but again it was so abominable that we substituted for this a Triangle-Fine Arts picture, as you mentioned in your letter. This also proved unsatisfactory, and again the advertising was changed the moment the substitution occurred.

There is a line in our programme, I believe, and if there is not it was ordered placed there by this office, that the management reserved the right to change its programme without notice. It is the aim of this management never to falsify or to dissatisfy. We would rather return your money at any time than have you dissatisfied in any way, shape, manner or form.

I am grateful to you indeed for having called this to my attention, yet, in justice to the management here, I will say that it is only because of the fact that the Keystone people are so far behind in their releases that we do not know what picture we are going to show (except the title) until the morning that we are to run it, giving us no chance to see the subject before it is shown here.

I trust these incidents, the only two which have occurred since the house has been opened, and which, unfortunately, you saw, will not deter you from being a regular patron here. We are very proud of our patronage, and will do anything within reason to hold it.

On which Mr. A. W. comments:

Does it not seem satisfactory to you and show quite a little consideration toward the complaint of a disgruntled patron? As I assured Mr. Rothapel, the incidents will in no way affect my future attendance.

A. W.

Of course, strictly speaking, Mr. A. W. was entitled to "this pound of flesh" and would have very likely received his money back promptly had he asked for it. We rather looked for a straightforward offer of a refund in the Rialto's letter. That would have made it a 100 per cent good answer.

(The next Ad-Visor will appear on Tuesday, November 7.)

LEADER ESCAPES IN SUBWAY PLOT

"Mr. X" Identified as Striking Guard Who Placed Bomb

The mysterious "Mr. X" sought by the police as the seventh conspirator in the dynamiting of the subway station at Lenox Avenue and 110th Street on October 25, is William Molsky, a striking subway guard, living at 116 East 108th Street, it was learned yesterday. A general alarm has been sent out for him from Police Headquarters.

Where James J. Merna, one of the six men now held under \$20,000 bond for the 110th Street station explosion, was the brains of the conspiracy, Molsky was the man who surcharged it with daring and energy, the police assert. He was with Merna and Michael J. Herlihy when they bought the fifty sticks of dynamite that wrecked the subway station, it is charged. He not only helped fashion the bomb, detectives say, but was the one who lowered it to the subway tracks.

"Mr. X," a Busy Conspirator

The confessions of Merna, Herlihy and Thomas J. McGuire make it certain that Molsky's zeal for winning the car men's cause by a reign of terror did not halt after the 110th Street explosion. He was to have taken part in the dynamiting of the "Columbus Circle" and the Broadway and 42d Street subway stations, Captain Tunney, of the bomb squad, declared yesterday. Molsky, a complex, dark shaven, and having dark brown hair, his fondness for good dress won him the nickname of "the Duke" among his friends. He was a committeeman of Local No. 731 of the Amalgamated Association of Street and Electric Railway Employees.

Car Chiefs Make Inquiry

All day yesterday Police Headquarters and the District Attorney's office waited for the Amalgamated Association to come forward with an official repudiation of the dynamite plot. But no such denial came. Instead, William B. Fitzgerald, general organizer of the national association, announced that he was "making a thorough investigation."

"If it is true that some of the men have confessed their guilt," Fitzgerald said, "I do not see how the union can help them further."

From other sources it was learned that the Amalgamated Association now has to have its attorneys defend Pollock, Kulle and Hamilton only. McGuire, Merna and Herlihy are expected to plead guilty when they are brought for a hearing into Washington Heights Court to-morrow afternoon.

In the Harlem police court jail, where the six men under arrest are now held, Herlihy yesterday asserted that he had consented to the dynamiting of the 110th Street station only after Merna had promised him for many days. His consent was not given, he declared, until he had been promised that the explosion would not cost a life.

Merna Denies Confessions

Merna has repudiated the confessions he is alleged to have made to the police and the District Attorney. He denied that he had any part in the dynamite plot.

Detective Captain Tunney, whose chief caused the six arrests and frustrated the other two explosions that were planned by the striking car men, sees in the case a need for Federal regulation of the sale of high explosives.

"Every man who buys dynamite or other explosives should be required by Federal law to leave his address with the dealer," Captain Tunney said. "He should not be allowed to leave the first address that pops into his head, but before he is trusted with explosives the street number he gives should be carefully verified."

"If possible, all dynamite, fuses and fuelling caps should be marked not only with the name of the maker, but with some sign that would identify the distributor. This would mean expense and a great deal of trouble. But it would prevent countless crimes. A state law would not suffice. Uniform regulations throughout every state in the Union should be in effect."

Memorial to Enfield Hero

Enfield, Conn., Nov. 4.—A marble memorial was dedicated today to Thomas Abbey, a hero of Enfield, who drummed the minute men from the meeting house on April 20, 1776, to march to the aid of the Lexington patriots. It is the gift of Mrs. John Francis Freeman, of East Orange, a great-granddaughter of Captain Abbey and a descendant of John Alden; her son, Alden; her daughter, Gertrude; and her granddaughter, Mrs. William Thorne Kissel.

The Modern Organ

If you are interested in housekeeping, and all the wide field of woman's work, turn now to Part IV. The possible answer to the servant problem, the danger that lies in second hand feathers, efficient household helps, and "Twenty-One Meals a Week" are some of the things you find there this morning.

Physicians have their Journals, lawyers have their Reviews, merchants have their Trade Publications—and housekeepers have The Tribune Institute! It is the modern organ of expression for the most universal of professions. It pays to get it regularly.

The Sunday Tribune

First to Last—the Truth: News—Editorials—Advertisements

Member of the Audit Bureau of Circulations

Thomas Healy's

7 PM. MAIN DINING ROOM. BALCONADES. 10 PM.

MARIMBA BAND

TUESDAY NIGHT

Election returns received on every floor by direct Western Union wire.

Broadway and 66th St.

ROFRANO ACCUSER SWEARS HE LIED

Asserts He Spoke Falsely to Prosecutor to Escape Third Degree

Salvatore Curica, alias Chocolate, who says he was coached in the District Attorney's office to testify against Michael A. Rofrano, ex-Deputy Street Cleaning Commissioner, on trial for murder, admitted yesterday on cross-examination by Assistant District Attorney Brothers that he had told a double set of lies to him before he was indicted as an accomplice to the murder just before Rofrano's trial began.

He testified that he lied when he said he saw Rofrano at the three murder conferences and that he did it to save Tommy Montimagno, the actual assassin, from the electric chair. He said he told the truth about the case to Rofrano's lawyers in Newark after he escaped from the house of detention. He also said that in order to escape the third degree he again lied to Assistant District Attorney Dooling when he returned from Newark and said that Rofrano had given him \$200 and offered him \$5,000 if he would not act as the corroborating witness for the prosecution.

Grilled by Prosecution

The prosecution used up seven hours yesterday trapping Curica. Martin V. Curica, who testified for Rofrano, offered hardly one objection to it all.

"We are not concerned in the number of times he now admits telling a lie," said Mr. Littleton last evening. "But we are concerned in letting the jury see what manner of man the prosecution was going to put under oath here at this trial to swear away the life of Rofrano."

Before he escaped Curica told Mr. Dooling that Frank Fennimore urged him not to testify against Rofrano.

"Fennimore said to me: 'What do you want to swear his life away for? You know you didn't see him under the arch of Brooklyn Bridge. Rofrano thinks I am a can of dirt, but I am going to show him that I will dump a can of dirt on the District Attorney,'"

said Curica. On cross-examination yesterday he said first that he Montimagno who told him that, then later admitted it was Fennimore.

Admits Telling Lies

"Didn't you meet Carmelo Brondini after you escaped from the detention house, and didn't he tell you that if you didn't recant the story you would be killed?" asked the District Attorney.

"That is a lie," Curica replied. "That is Jimmy Rofrano ask you to get Louis Miro to change his story, to lie."

"I lied when I said that," Curica said. "I lied when I said that I was going to show him that I will dump a can of dirt on the District Attorney."

"Didn't you put in his cell when you came back to the house of detention?"

"Yes, I went in because he asked me to come in."

The trial probably will continue until the end of this week.

MRS. WILKS HAS TAX LEVY CUT \$9,957,300

Hetty Green's Daughter Wins Protest—Davison Also Objects

Mrs. Sylvia H. G. Wilks, of 440 Madison Avenue, daughter of Hetty Green, visited the Tax Department yesterday and protested her personal property assessment.

On her declaration that she had not received her share of her mother's estate, her assessment was reduced from \$10,000,000 to \$42,700.

Two of J. P. Morgan's partners also absolved themselves of their taxes. William H. Porter, who was assessed for \$1,000,000, submitted affidavits that he had changed his residence to Glen Cove, Long Island, and Henry P. Davison, also assessed for a million, swore that he lived at Locust Valley, Nassau County.

Neither John D. Rockefeller, who is assessed for \$5,000,000 personally, nor his son, John D. Jr., assessed for half a million, has objected.

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Broadway and 66th St.

HEARN

These busy days Morning Shoppers gain best service and benefit of Morning Specials.

Fourteenth Street

West of Fifth Avenue

TOMORROW and ELECTION DAY

Will Be Busy Days HERE

Our Unequalled Assortments and Good Values

Will Make Them So

FOR EXAMPLE, ON SALE MONDAY AND TUESDAY

Important Values in DRESSES

Charming Models in Excellent Assortment

These dresses are very conservatively priced, as is the case with all our apparel; we buy from best makers and are content with moderate profits; you, therefore, buy here at the lowest prices that are consistent with fair dealing.

Women's Chic Dresses—Our reg. \$10.98 and \$12.98—Tomorrow and Election Day—8.75

Sizes for women and misses—fashionable fabrics, including Serge, crepe de Chine and Satin—best colors, also black—favorite amock or straight line models—white crepe de Chine or satin collars—embroidered belts or button trim.

Women's Dresses—That are really worth while—14.98

Serge or serge and satin combined—wonderfully smart little dresses that are exact replicas of higher priced—show many of the newest and best liked features of dresses that sell for three times the price—also some embroidered velvets that are very effective.

Velvet Dresses—14.98 to 45.98

Entirely of velvet or smartly combined with satin or Georgette (Crepe)—full showing of everything that is new, including the well liked Radinote that is so becoming to tall, slender figures—the season's most fashionable colors.

TWO SPECIAL PRICES IN SUITS

FOR TOMORROW AND ELECTION DAY

Suits for misses—gabardine, whipcords, poplins and cheviot serges in black, brown, navy and green—semi-fitted or straight line coats with or without belts, convertible collars of self material or velvet—braid and buttons create effective trimming on some, while sealene or skunk opossum make a different style—yoke top skirts with full back—14 to 18 years—a durable suit of smart style—our regular \$24.98 and \$27.98—19.98

Women's Suits—Poiret twill, broadcloth, whipcord and serges in season's approved colors—plum, green, navy, black, brown and checked velours—from close-fitting smart hats, double-breasted models are high at neck or with mannish collar of self material or novelty cuts—Velvet trimmings or sealene collars and cuffs distinguish some of these suits—Skirts are fashioned in simplicity—many have pockets—all sizes, including extra sizes in whipcords—our reg. \$29.98 and \$32.98—23.75

\$7.50 and \$8.50 MILLINERY

Tomorrow and Election Day—6.00

Black and best colors—velvets and silk velvets—many varieties of shapes, from close-fitting small hats, narrow brim models, to large sailors and draped styles. Fur bands, novelty drapings—fancies and tinsel novelties. Extremely effective, each one.

HANDSOME PARADISE FEATHERS

Fountain and sweep effects—black and natural—5.98 to 35.98

Fur trimming and Jet ornaments—5.98 to 2.48

Our free trimming service enables you to have your hat exactly as you want it.

BOYS' NORFOLK SUITS

Majority with Extra Trousers.

Regularly \$7.98—Tomorrow and Election Day—6.50

Cassimeres, chevots—mixtures, stripes, plaids and checks of every variety—brown, gray, olive and green—semi-Norfolk model, pleated or pinch back, with flap or slash pockets—plain or cuff sleeve—alpaca or serge lining—trousers fully lined—excellent tailoring well finished in every detail—9 to 13 years.

BOYS' SPORT COATS—Mackinaw cloth—in newest combination plaids, green, gray, cardinal and brown—double breasted with plain or pleated collar—Norfolk styles—storm cuff sleeve—patch pockets with flap—extremely well tailored—11 to 13 years—Special value—6.98

SUITS FOR STOUT BOYS—Cheviots, worsteds and cassimeres—weaves and colors suitable for stout boys—also navy serges—variety of Norfolk models—plain or pleated front—sizes to 40 waist measure—8.98, 9.98, 10.98, 11.98

JUNIOR SUITS—serges, chevots, worsteds and cassimeres in plain colors, checks and fancy mixtures—soft or braided sailor collars—some with detachable collars of white pique—side or box pleated models—others with pinch back, fancy pockets—well tailored—8 to 10 years—Special—4.50

BOYS' SHIRTS—madras and percale—all newest patterns and colors—soft or laundered cuffs—sizes 12 1/2 to 14 neck—Special—7.98

Flannelette Pajamas—Heavy nap flannelette—one or two piece styles—pink and blue—sizes 6 to 13 years—Special—7.98

YOUNG MEN'S SUITS

Sizes 33 to 38 Chest.

Worth \$13.50—Tomorrow and Election Day—10.50

Cheviots and cassimeres—two and three button sack models—large assortment of patterns, including plaids, stripes, checks and mixtures—plain or cuff sleeve—flat or patch pocket. Serge or alpaca lining.

A Good Buy in MEN'S SHIRTS

A Philadelphia manufacturer wanted cash—We paid it and gained by it. The result—We offer this bargain in shirts:

Fine woven and printed fabrics—stripes and also Jacquard figures—Soft cuffs—All sizes—Special—1.00

MEN'S FLANNEL SHIRTS—complete stock of single-breasted styles in gray—single or double breasted in navy—regulation firemen's shirts—with or without collars—also invisible pockets—all sizes—1.19 to 4.49

MEN'S NEGLIGE SHIRTS—of close woven percales—neat stripes on white all sizes—Special—69

MEN'S SILK NECKWEAR—all sizes—newest colorings—open ends—large assortment—35, or 3 for 1.00

Complete stock of Root's Tivoli Underwear, a Glasgowbury's regular, stout and extra sizes—1.19 to 2.39

Men's Sweater Coats—Oxford, maroon or worsted mixtures, with collars—all sizes—Special—2.50

Men's Wool-Mixed Underwear—Single and double-breasted shirts—drawers to match—soft, but durable texture—all sizes to 50 in.—bought when wool prices were much lower than those of today—Special—1.35

Men's Blanket Bathrobes—Jacquard figures in gray, blue, brown, green, etc.—girdle and cord—Special—2.35

Finer to—11.98

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